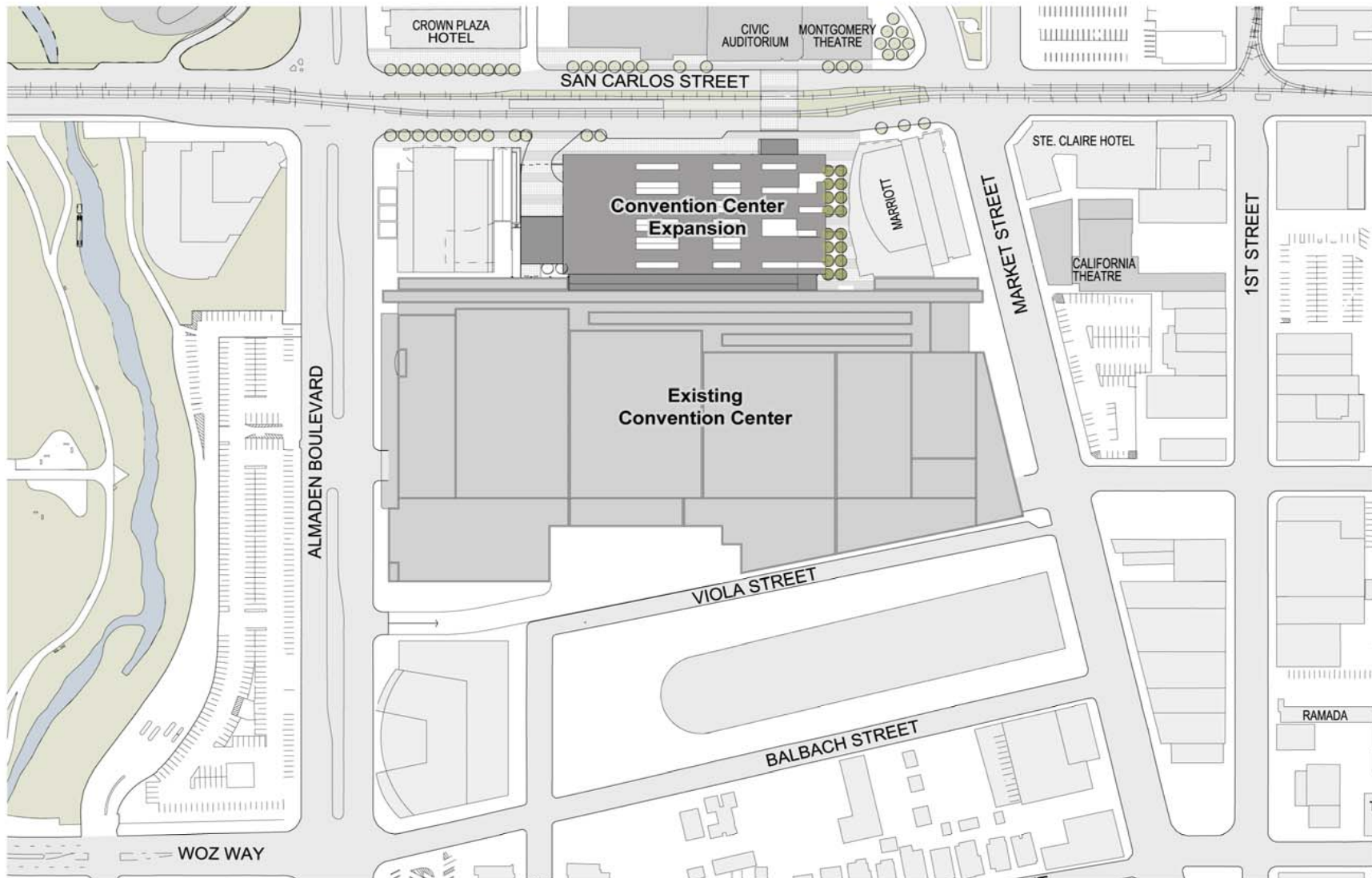




Concept Rendering - View from San Carlos St. and Market St.



Site Plan

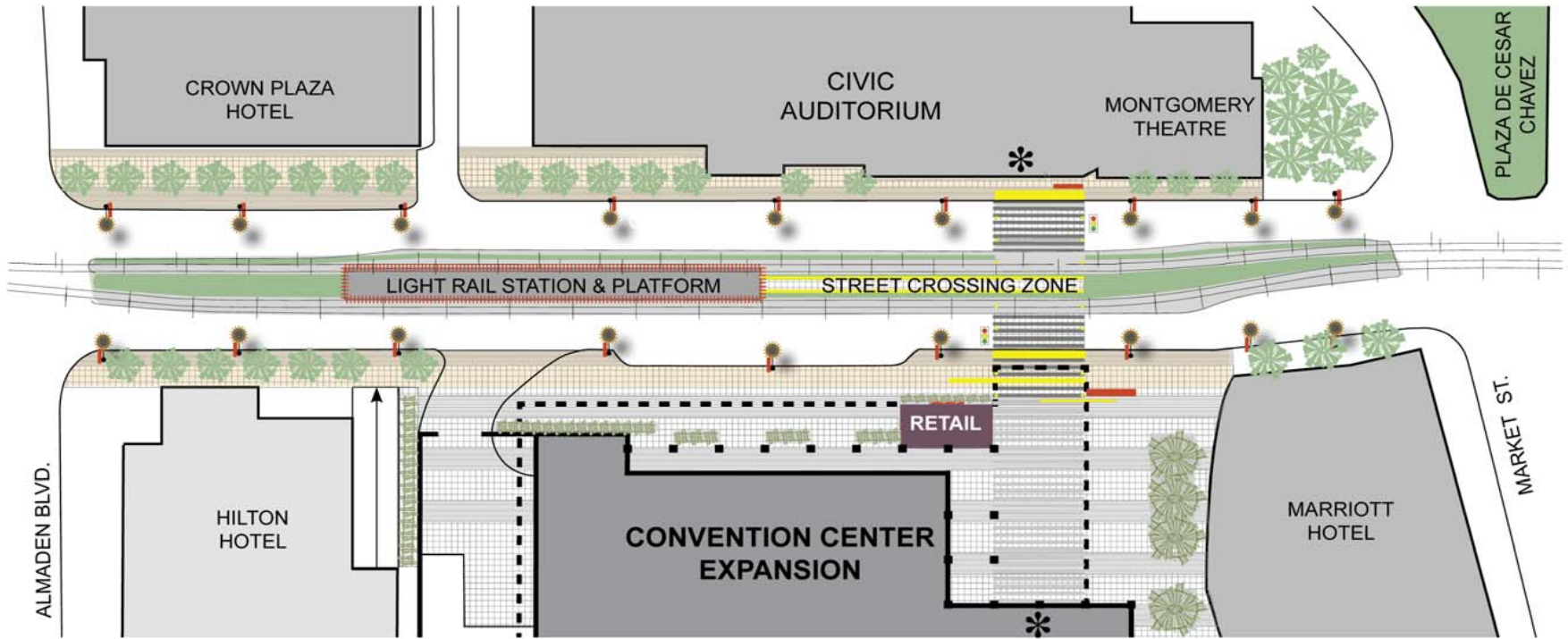


SAN JOSE CONVENTION CENTER CONCEPT

LMN ARCHITECTS

Sussman/Prejza & Company, Inc.

Proposed Street Improvements



Graphic Key

- Landscape Lighting
- Traffic Signal
- Primary Entry Signage
- Street Lights with Banners
- * Main Entries
- Trees & Plantings

- Relocate crossing between Convention Center & Civic Auditorium
- Relocate Convention Center drop-off
- Unify design of San Carlos hardscape & landscape
- Develop comprehensive design strategy for Wayfinding & Graphics



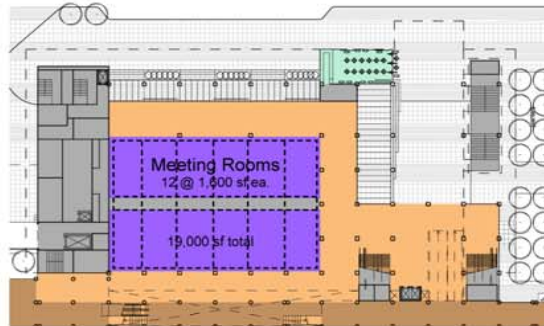
Expansion Section BB

Meeting Room Options

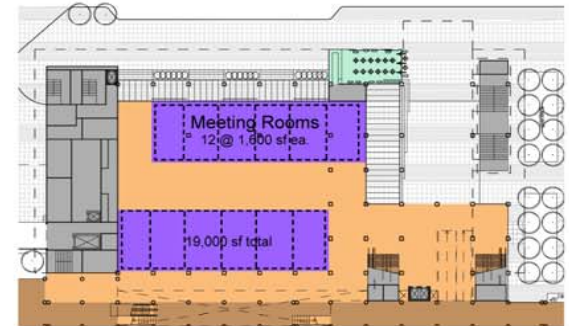
20,000 - 37,000 Leasable sf



Configuration A



Configuration B



Configuration C



Configuration D

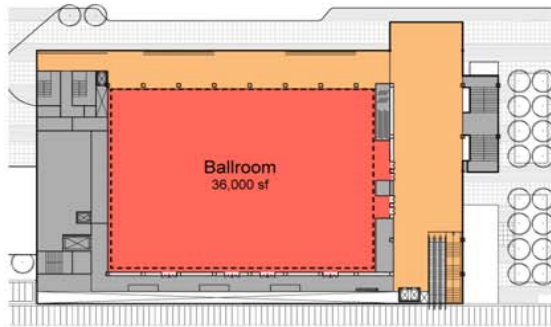


Configuration E

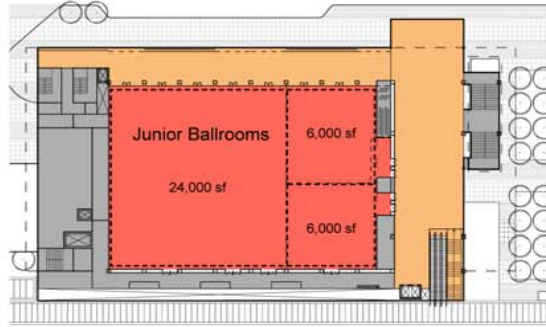


Ballroom Options

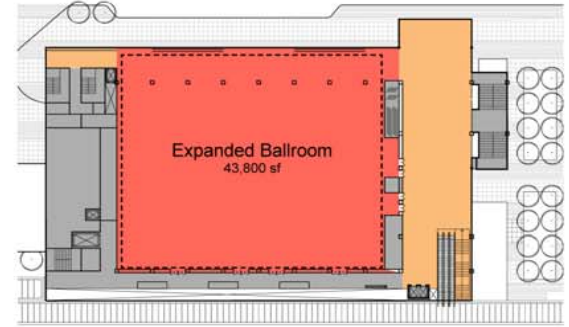
36,000 - 43,600 Leasable sf



Configuration A



Configuration B



Configuration C





Concept Rendering - Birdseye View from San Carlos St. and Market St.

SAN JOSE CONVENTION CENTER CONCEPT

LMNARCHITECTS

Sussman/Prejza & Company, Inc.

ANTICIPATED FUNDING SOURCES

- **PROPOSED HOTEL TAXING DISTRICT:
\$125 MILLION**
- **REDEVELOPMENT TAX INCREMENT:
\$125 MILLION**
- **ANTICIPATED FUNDS:
\$250 MILLION**

CUSTOMER EXPERIENCE

- **Program Needs are Market Tested**
- **Investment will increase business, build revenue, increase hotel tax revenue, and bring more visitors to San Jose**
- **What Current & Prospective Clients Said:**
 - To stay competitive, existing facility needs to be upgraded/freshened and made more flexible space; and
 - If expanding, the existing facility needs to have matching finishes of new space – “seamless experience” moving from building to building.

CUSTOMER EXPECTATIONS

SEAMLESS EXPERIENCE

What the Client sees entering new building must match and complement what they see in the existing building:

- Matching way-finding and signage within both buildings
- Standard paint and finishes from building to building
- Renovated ceilings, carpet, walls in existing building to match new building
- Technology in both buildings should complement each other

NEXT STEPS

- **Complete Schematic Design**
- **Refine Cost Estimates**
- **Return to Council and Agency Board
October/November 2008**